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PATENT APPLICATION

UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH

In re Application of:)	Examiner: Sheleheda, James R.
Isaac BENTOLILA <i>et al.</i>)	
)	Group Art Unit: 2623
For: SYSTEM AND METHOD FOR)	
BEHAVIORAL MODEL CLUSTERING IN)	Confirmation No.: 7739
TELEVISION USAGE, TARGETED)	
CLUSTERING, AND PREFERENCE)	Reply to Office Action
ADVERTISING VIA MODEL)	dated September 22, 2008
PROGRAMMING BASED ON)	
BEHAVIORAL MODEL CLUSTERS)	
)	
Application No.: 10/043,698)	
)	
Filed: January 9, 2002)	

REPLY TO OFFICE ACTION DATED SEPTEMBER 22, 2008
AND PETITION FOR TWO MONTH EXTENSION OF TIME

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

Applicant hereby replies to the Office Action dated September 22, 2008, in the above-referenced patent application. Attached hereto are the following additional documents, if any: (none). Reexamination, reconsideration and allowance of the rejected claims are respectfully requested in view of the following amendments and remarks. No new matter has been added.

Applicant hereby petitions for a two month extension of time from December 22, 2008 to February 23, 2009 (being that February 22, 2009 is a Sunday), to respond to the Office Action.

An extension of time fee in the amount of \$490.00 is being paid via credit card. If necessary, the Commissioner is hereby authorized in this reply, to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required under 37 C.F.R. §§1.16 or 1.17, particularly, extension of time fees.

Amendments to the Claims are reflected in the listing of claims that begin on page 3 of this paper.

Remarks begin on page 11 of this paper.